Evaluating Social Media's True Marketing Potential

Kramer REFRESH
September 24, 2014

FOXWELL
>>> DIGITAL

So, who is Foxwell Digital?

DC ⊠ Chicago ⊠ San Francisco ⊠ MADISON

Andrew Digital marketing/social media strategy

Press Secretary, United States Congress
Director of Marketing + New Media, iConstituent
Director of Social, 3Q Digital

Gracie Content development/writing/editing/fundraising

The Brookings Institution, Foreign Policy program
The Keystone Center and Keystone Science School
Co-Author, *The Land of Milk and Uncle Honey*, University of Illinois Press

FOXWELL
DIGITAL

IMPORTANT NOTE

There are countless "digital dark artists."

Perhaps you've already met some of them? Rest assured…

I'm not one of those guys.

"I need answers on digital attribution. Who's out there who can really help?"

- Executive Vice President of Marketing,
largest online subscription box retailer in U.S.

FOXWELL
>>> DIGITAL

ADWEEK

THE PRESS   TELEVISION   TECHNOLOGY   ADVERTISING & BRANDING   ADFREAK   VIDEO   SUBSCRIBE   Search

Headlines: Press: Should Bloggers Trust This Ser…   TV: Fox's Maria Bartiromo Follow…   Tech: Top 10 Branded Videos: Samsung…   Ads & Brands: Ad of the Day: Dax Shepard and…

DATA POINTS

A Glimpse Into Marketers' Social Media Strategies

Even the big guys struggle to measure ROI By Melissa Hoffmann

"97% of those surveyed said they use some form of social media marketing, while only 37% reported being able to measure ROI—and this problem extends to even the largest marketers, 78% of whom said they struggle with this measurement."

FOXWELL DIGITAL

Fact: 67% of Facebook users see an ad on one device and *convert* on another.

Problem: Social channels continue to alter their measurement tools and readjust algorithms, so online marketers don't always know the latest trends, or what specific tools to implement.

Today's Discussion: Tracking and evaluating your social media impact, by sharing content and online advertising, with a unique emphasis on Facebook.

Components for Ongoing Success + Impact

PART I: BUILD and LAUNCH strategic Facebook advertising campaigns

PART II: DEVELOP multi-faceted attribution models for Facebook + Google Analytics

PART III: DIVE into the data, then continue to REFINE to IMPROVE results

FOXWELL DIGITAL

"We know we need to try Facebook advertising, because all our competitors are doing it. But we have no idea how to get started in a smart, strategic way."

- Vice President of Marketing,
national retail chain with 120+ stores

FOXWELL
>>> DIGITAL

PART I: STRATEGIC FACEBOOK ADS

1. Define your ideal audience.

2. Evaluate your ad creative from the user's perspective.

3. Set clear expectations of what metrics you wish to track, and why.

4. Empower yourself and your staff by learning advanced tools, such as Facebook's Power Editor.

5. Launch strategic advertisements that directly meet your organization's needs based on clear objectives.

Define Your Ideal Audience

Demographics — Age / gender / marital status / geographic location

Interests — What do they "like" or talk about on Facebook?

Behaviors — What consumer behaviors do they have?

Custom Audiences — Email lists / Customer Lists / Lookalike Audiences

Audience Insights — Input email lists and/or a fan base to Facebook's tool in order to understand income, likes, and more about your audience

FOXWELL >>> DIGITAL

Ad Creative That Works
"Would I click on that?"

Of a Kind
Sponsored · 🌐
Like Page

The very best site on the internet for a super-cool gift for that impossible-to-shop-for friend

Find out about the freshest up-and-coming brands
Head to Of a Kind to buy limited-edition exclusives, shop designers' full collections, and read their stories.

OFAKIND.COM
Shop Now

Like · Comment · Share · 👍 17

HootSuite · Suggested Post
Like Page

HootSuite Social Media Management. Powerful. Robust. Easy. Enjoyed by dogs.

Try it free for 30 days now.

HootSuite Social Media Management Tool
www.hootsuite.com/free-trial
HootSuite Pro is a social media management tool that lets you schedule tweets, manage all your social accounts from the same place, and much more!

Like · Comment · Share · 👍 80 💬 4 📝 5 · Sponsored

Remember: WWP

FOXWELL
>>> DIGITAL

Setting Clear Expectations
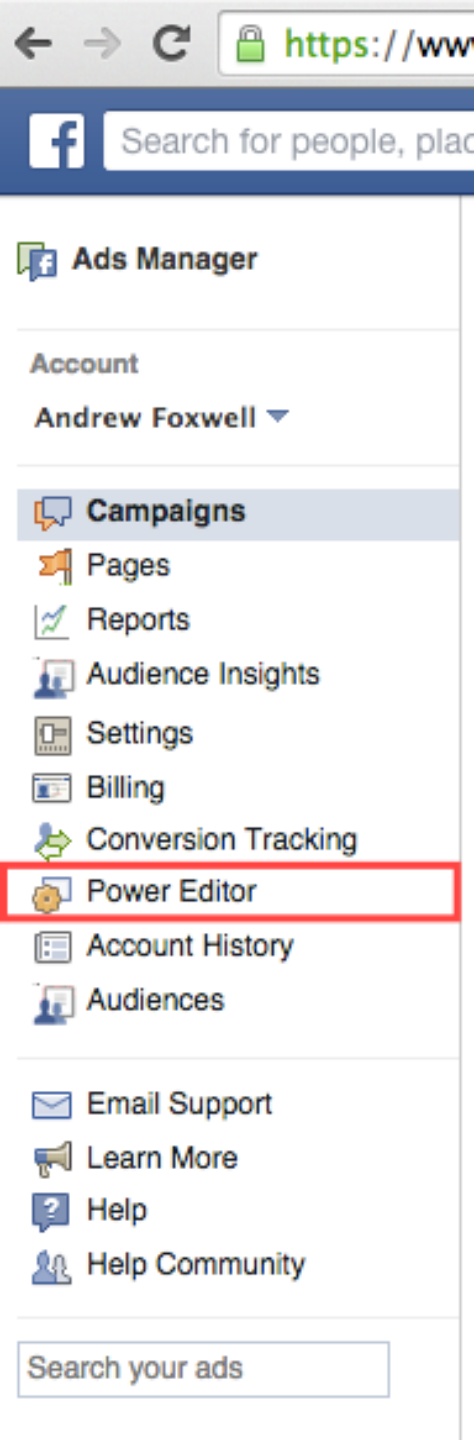
Empower Yourself with Advanced Tools

The Facebook Power Editor provides:

+ Personal control over every part of the advertising and page management process

+ Easy, multivariate testing of ad creative and targeting options

+ More sophisticated campaigns so you're spending money in a targeted, impactful manner that best suits your business

FOXWELL DIGITAL

Build Objective-Based Advertisements

💬	Page Post Engagement
👍	Page Likes
↖	Clicks to Website
🌐	Website Conversions
📦	App Installs
🎮	App Engagement
📅	Event Responses
🏪	Offer Claims

On Facebook, almost any advertising objective is achievable. Do you want increased page engagement, clicks to your website, purchases, app installs, event responses?

Focus your ads on your ideal objective and Facebook will optimize your ads for that specific goal.

Your Facebook advertisements will be measured by "cost-per-X."

"Our digital agency tells us we're getting 600% ROI. How is that possible?"

-Director of Marketing,
urban arts center with over 1 million annual visitors

FOXWELL >>> DIGITAL

PART II: DEVELOPING and ALIGNING ATTRIBUTION MODELS

1. Facebook website clicks

2. Facebook website conversions

3. Facebook Like growth (yes, it's worth it)

4. Facebook cross-device tracking

5. Google Analytics UTM visits (direct click visits)

6. Google Analytics referrals and time on site data

FOXWELL DIGITAL

Track Facebook Website Clicks + Conversions

Track Facebook Like Growth

Learn WHERE your Facebook page likes come from: people going directly to your page, people seeing a friend's interaction with your page and then liking your page, people seeing a promoted post and then liking your page, etc.

WHY is tracking Like growth important? You can better equip yourself and your team on HOW to best engage your fans.

Page fans can be one of your best, most engaged audiences. You can show fans sequential messaging and expose them to new, updated content over time.

FOXWELL DIGITAL

Track Facebook Cross Device Tracking

Track Google Analytics UTM Visits

Primary Dimension: **Source / Medium**   Source   Medium   Keyword   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

		Acquisition		
	Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?
		9,196 % of Total: 3.42% (268,787)	**48.52%** Site Avg: 31.44% (54.33%)	**4,462** % of Total: 5.28% (84,508)
☐	1. facebook / cpc	**3,708** (40.32%)	76.29%	**2,829** (63.40%)
☐	2. facebook.com / referral	**1,800** (19.57%)	16.28%	293 (6.57%)
☐	3. m.facebook.com / referral	**1,793** (19.50%)	56.83%	**1,019** (22.84%)
☐	4. l.facebook.com / referral	**1,664** (18.09%)	14.48%	241 (5.40%)
☐	5. lm.facebook.com / referral	**230** (2.50%)	34.78%	80 (1.79%)
☐	6. m2.facebook.com / referral	**1** (0.01%)	0.00%	0 (0.00%)

FOXWELL DIGITAL

Track Google Analytics Referrals + Time on Site

"Well, I've never really gotten into the analytics, but I know Facebook helps. So my bosses let me do whatever I want on the platform."

-Digital Director,
national restaurant chain with 75+ locations

FOXWELL
>>> DIGITAL

PART III: DIVING DEEPER INTO THE DATA

1. Post consumption vs. impression

2. Stories vs. impressions

3. Negative feedback vs. post consumption

4. Total reach vs. likes

FOXWELL >>> DIGITAL

Brands' Organic Facebook Reach Has Crashed Since October: Study

ADWEEK

Media Plan of the Year
Submit your entries now —the deadline to enter is now Sept. 19

Brand Genius: The Honorees
Our 25th crop of marketers will be feted Sept. 30

Hot List

Readers' Choice Awards
Vote for your favorite magazines, shows, digital media

THE PRESS   TELEVISION   TECHNOLOGY   ADVERTISING & BRANDING   ADFREAK   VIDEO   SUBSCRIBE   Search 🔍

Headlines: Press: Should Bloggers Trust This Ser…   TV: Fox's Maria Bartiromo Follow…   Tech: Top 10 Branded Videos: Samsung…   Ads & Brands: Ad of the Day: Dax Shepard and…

Facebook Reportedly Slashing Organic Reach for Pages Is social net trying to force bigger ad spends? By Melissa Hoffmann

Warning: If You Have A Facebook Fan Page, Read This...

by Derek Halpern | Follow Him on Twitter Here

Whhhhhhy?

"On average, there are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook. For people with lots of friends and Page likes, as many as 15,000 potential stories could appear any time they log on. We show them 300. News Feed is designed to show each person on Facebook the content that's most relevant to them."

https://www.facebook.com/business/news/Organic-Reach-on-Facebook

FOXWELL
DIGITAL

Post Consumption vs. Impression

Shows how many times a post was consumed (clicked) vs. how many people saw it.

Stories vs. Impression

Shows how many people created stories (liked, commented, or shared a post) vs. how many people simply saw a post.

FOXWELL
>>>DIGITAL

Negative Feedback vs. Post Consumption

Shows how negatively a post was received, based on hiding posts or reporting posts as spam. The greater the percent of negative feedback, the worse the post is considered.

Total Reach vs. Likes (True Organic Reach)

Shows how many times a post was served in proportion to how many total likes the page has.

FOXWELL
DIGITAL

It's a Wrap, People!

1. Who are you targeting with online content/ads?

2. Why are you targeting these audiences?

3. How are you attributing success across multiple channels?

4. What specific metrics and data are you reviewing to continually refine and improve your online marketing strategies?

FOXWELL
>>> DIGITAL

FOXWELL
>>> DIGITAL

@andrewfoxwell
@graciefoxwell

FoxwellDigital.com